

## REMARKS

Claims 1-7, 9-15, and 17-41 are pending in the present application and claims 1, 9, and 17 have been amended to further clarify the claimed invention.

### Office Action of November 26, 2008

Applicants have carefully reviewed and considered the Office Action of November 26, 2008. Applicants hereby request entry of this Response and further consideration of the present application in view of the following remarks.

In the Office Action, claims 1-7, 9-15, 17-23, 25, 29, and 39-41 were rejected under 35 U.S.C. §103(a) as being unpatentable over Matthews et al. (U.S. Pat. No. 6,631,523 B1) in view of Knudson et al. (U.S. Pat. App. Pub. No. 2005/0216936 A1), claims 24, 26, 28, 30, 31, and 32 were rejected under 35 U.S.C. §103(a) as being unpatentable over Matthews et al. in view of Knudson et al. and further in view of Ellis et al. (U.S. Pat. App. Pub. No. 2003/0020744), and claims 33-38 were rejected under 35 U.S.C. §103(a) as being unpatentable over Matthews et al. in view of Knudson et al. and further in view of Schein et al. (U.S. Pat. No. 5,801,787). Applicants respectfully traverse these grounds of rejection and requests reconsideration thereof.

#### Claims 1, 9, and 17

The Office Action stated that Matthews et al. discloses every element of claims 1, 9, and 17; Applicants respectfully disagree. However, to further the prosecution of the present application, claims 1, 9, and 17 has been further amended to clarify the invention. Specifically, the amendment clarifies that the transitory broadcast event on the worldwide network as a temporary channel. Applicants submit that Matthews et al. discloses placing on an electronic programming guide (EPG) resources that are maintained and stored on many computers around the world (col. 2, lines 21-23). Matthews et al. does not mention placing live broadcast events on the EPG.

The Examiner indicated that Matthews et al. discloses live broadcast event and pointed to col. 9, lines 54-67, and col. 5, line 56-col. 6, line 5 as support. After a careful review of the cited passages, Applicants do not discern where live broadcast event is disclosed. In col. 5, line 56-col. 6, line 5, Matthews et al. seems to disclose

general functions of an EPG, and in col. 9, lines 54-67, it seems to disclose placing a hyperlink on into a channel list. There is no reference of live broadcast event nor indication that the hyperlink is for a live broadcast event.

Applicants submits that listing videos stored in a remote computer on an EPG is not the same as searching for a live broadcast event on the worldwide network and listing it on the EPG. Live broadcast events are becoming more and more popular and they attract many viewers.

The Examiner stated in Response to Arguments that if a transitory event is scheduled, then the EPG would have the information pertaining to the program and there would not be a need to create a channel on the fly. Applicants respectfully disagree with the Examiner's understanding. One good example of a well known live broadcast event on the Internet is the fashions show from a popular women store, Victoria's Secret. The fashion shows are pre-scheduled and broadcasted alive on the worldwide network, but not associated with any TV channel. Moreover, many educational institutions are also broadcasting alive their lectures on the worldwide network and these lectures are also not associated with any channel. The claimed invention makes easy for a user to watch alive these broadcast events by associating them with a channel.

Applicants submit that Matthews et al. does not disclose searching the worldwide network for live broadcast events, incorporating these live broadcast events in a program guide, and creating a temporary channel for the live broadcast events. Therefore, Applicants submit that Matthews et al. cannot anticipate claims 1, 9, and 17, as amended, and the allowance of amended claims 1, 9, and 17 is respectfully requested.

*Claims 2-7, 23-24, 30, 33-34, and 39*

Claims 2-7, 23-24, 30, 33-34, and 39 depend from amended claim 1, claims 10-15, 25-26, 31-32, 35-36, and 40 depend from amended claim 9, and claims 18-22, 27-29, 37-38, and 41 depend from amended claim 17 and Applicants submit that the cited references cannot anticipate them for at least reasons stated above with regard to the patentability of amended claims 1, 9, and 17.

Conclusion

In view of the foregoing remarks, Applicants respectfully submits that claims 1-7, 9-15, and 17-41 are in condition for allowance and entry of the present amendment and notification to that effect is earnestly requested. If necessary, the Examiner is invited to telephone Applicant's attorney (770-246-2599) to facilitate prosecution of this application.

No additional fees are believed due. However, the Commissioner is hereby authorized to charge any additional fees that may be required, including any necessary extensions of time, which are hereby requested to Deposit Account No. 50-4290.

Respectfully submitted,

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